SUPER NINTENDO
ENTERTAINMENT
SYSTEM®

WE'VE CREATED HARDWARE THAT CAN

KEEP UP WITH OUR SOFTWARE.

It Can Even Keep Up With Mario.

At Nintendo, 16-bit technology means starting with the games. It means increasing the challenge, the fun and involvement while meeting the high standards set by the Nintendo Entertainment System® and Game Boy.® It means letting the challenge and fun of the games determine what the hardware should be able to do. It means that creativity, excitement and depth of game play become limitless. Because instead of souped-up 8-bit games running on a 16-bit chip, the Super Nintendo Entertainment System® games fully utilize the incredible creative potential of Super NES™ technology. The results are nothing short of fantastic. And no one but Nintendo could combine this level of creativity and technology.

What it means to you is a level of consumer interest that has never before been experienced in the home video game market. People are ready to buy. When the Super Famicom was introduced in Japan, sales surpassed 1.6 million units within five months of its introduction, reportedly outstripping the Sega Mega Drive's 18-month sales of 1 million units and NEC's 1.5 million sales of its PC engine after two full years!

With the introduction of the Super NES, you can draw from three distinct Nintendo product lines, all supported by the undisputed leader in sales, service and satisfaction. And just as owning an NES never stopped anyone from buying a Game Boy, the Super NES isn't here to make either of them obsolete. It's here to further add to Nintendo excitement. And to your success.

SUPER FAMICOM SETS SALES RECORDS
MILLIONS OF UNITS SOLD
1.5
1.0
.5
SUPER FAMICOM
NEC
SEGA
1988
1989
1990
Super Famicom sales completely eclipsed Sega and NEC within five months after its introduction in Japan. Expect unprecedented demand here too!
THE SUPER NES GETS A SUPER RATING
OUTSTANDING
10
9
8
7
6
5
4
3
2
1
Among players who have played the Super NES and other 16-bit systems, an amazing 80% rate it 9 or 10 on a scale of 1-10, with 10 being outstanding.
NES OWNERS WANT THE SUPER NES
By March 1991, a full six months prior to the Super NES introduction, almost half of boys 8 - 17 knew the Super NES was coming.
50%
72%
72% of NES owners definitely want the Super NES.
Once a player has been exposed to the Super NES, an astounding 100% want to own their own system!
100%

*Tracking Study, April 1991

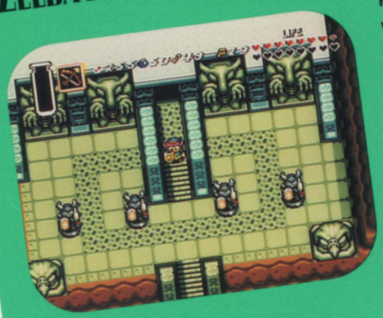
Nintendo's most advanced home video game system. Custom 16-bit picture processing unit provides fabulous graphics with over 32,000 colors, four layers of scrolling screens for terrific 3-D effects and the biggest sprite size of any 16-bit system for large, high-impact on-screen characters.
True digital stereo sound from eight separate audio channels gives each game its own distinctive voice with new realism that brings the action to life like never before.
High tech, ergonomically designed controllers feature eight buttons and our famous crosskey joystick for exceptional play control and even more game options.
SUPER NINTENDO
ENTERTAINMENT SYSTEM
POWER
RESET
EJECT
SELECT
START
X
A
Y
B

Advanced hardware technology is meaningless without advanced games. To make this introduction spectacular we're starting with four blockbusters: Super Mario World,™ F-Zero,™ Pilotwings™ and SimCity.®[1] Before Christmas Nintendo will introduce the long-awaited Zelda III™ and the fabulous new Super Play Action Football.™ To keep interest climbing, our licensees will contribute to the excitement with at least 12 new 16-bit games ready for Christmas. By the end of 1991, the Super NES software library will already number 18 titles. All designed specifically to take advantage of the enormous power of our own 16-bit technology. And with Nintendo's worldwide network of outstanding game developers, these games are just the beginning of a whole new world of Nintendo game excitement.

F-Zero

Nintendo is redefining racing games with F-Zero, a futuristic race in a high speed hovercraft. As a rookie F-Zero pilot you'll choose one of four incredible racing machines. Each one has its own unique handling characteristics and acceleration curve! Then it's time for time trials or an all-out race against three maniacs! Just when you think the action can't possibly get faster, it does. Seven courses with variations, each with three skill levels. The sound and look of racing has never been more real, and the action has never been more challenging.

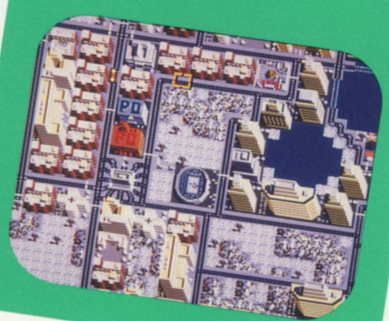
Zelda III



Return once again to the fantasy world of Hyrule and to the thrilling adventures of the young hero, Link, and the fair princess, Zelda. This third installment of the hit series is sure to be the most dazzling journey into Hyrule yet. Link will definitely have his hands full taking on super-huge monsters and the incredibly intricate traps and puzzles that await him, all made possible by the Super NES.

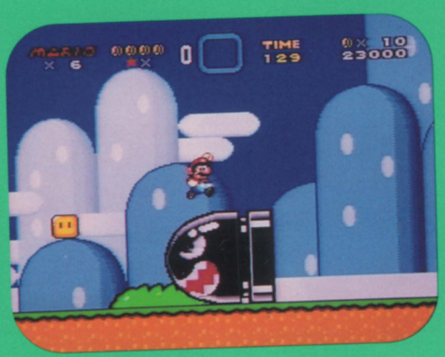
SimCity

The award-winning PC hit is now on the Super NES! Build and manage your own city as you set tax rates, impose zoning, create a transportation system, build fire and police stations. Or try to clean-up a city plagued by every imaginable problem, even monster attacks! Toughest of all, face the citizens every year as they evaluate your performance and complain about the city's problems. Do well, and you'll be rewarded with a zoo or expo. Mess up and your city will become a ghost town.



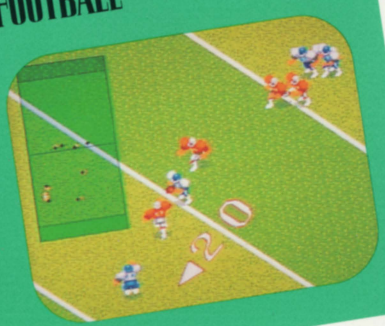
Super Mario World

The action and challenge continue to climb in the lastest installment of Mario's adventures. Eight different worlds cover a total of 96 levels, so the surprises never end. An instant classic, the super detail, sound and graphics of this 16-bit game that's included with the Super NES hardware unit will make Super Mario World one of the most played, most talked about video games of all time.



Super Play Action Football

Twenty-eight actual NFL teams, a full field of college clubs and a handful of pee-wee leaguers battle it out in a football frenzy just in time for the kick-off of the 1991 season. With a detailed close-up on the action and the changeable window view of the entire field, you'll never miss a move. It's super-real football action right down to the post-touchdown celebration shuffle.



Pilotwings

Test your skills at the world's most exclusive flight school. You must pass a precision skydiving exercise, fly and land a classic biplane, test an experimental rocket pack and soar in a hang glider before you can earn your wings. Once you've mastered the basics, the challenge grows and the demands on your skills get tougher. Can you pilot a chopper and command a rescue mission? Great flying action so real that the only thing missing is the feel of the wind in your face!

ADVERTISING AND PROMOTIONS

Interest in the Super NES is already high. We plan to take it even higher. The advertising support for the Super NES will be just as terrific as the product. We'll start our advertising in September with multiple commercials geared to our great new hardware and great new games. With almost $25 million in television advertising dedicated to this launch, it will be the biggest product introduction in Nintendo history. To make the biggest even bigger, we will again team-up with Pepsi for a blockbuster fourth quarter promotion. Pepsi will spend another $10 million on television advertising to push consumer awareness and excitement over the top.

MERCHANDISING

New state-of-the-art Super NES displays, point of sale materials plus the NMI field force. The Super NES merchandising team is ready, always available to help you maximize your sales and profits with the same high quality service you've come to expect from Nintendo.

NINTENDO POWER MAGAZINE

Nintendo Power® magazine will start coverage in June, culminating a massive kick-off to the Super NES for release in the September issue. To add even more strength in generating incremental retail sales, Nintendo Power magazine will release the Nintendo Player's Guide in February 1992 with over 150 pages devoted to the games for this great new system. So get ready, Nintendo Power demand will be at an all time high.

GAME COUNSELORS AND CONSUMER SERVICE

Super NES customers will get the same expert support that has made Nintendo famous. Specially-trained Game Counselors and Consumer Service representatives who really know the product and the games will be ready to help your customers from the moment the first unit is sold, with solid, dedicated support that keeps your customers happy and coming back for more.

Official Nintendo Seal of Quality®

Nintendo®

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